



CODE 34 COMMS/ANTENNA SYSTEMS INDUSTRY DAY

BRIEFING
OCTOBER 15, 2015



Deputy Competition Advocate/Director, Small Business, Code 00K
Naval Undersea Warfare Center, Division Newport

AGENDA

- **ROLE OF THE DEPUTY COMPETITION ADVOCATE (DCA)/DIRECTOR, SMALL BUSINESS (DSB)**
- **CONTRACTING WITH DIVNPT**
- **“DIVNPT NETWORK”**
- **GOALS, METRICS AND UPDATES**
- **RECENT/UPCOMING EVENTS**
- **TAKEWAYS**
- **CLOSING REMARKS**

ROLE OF THE DCA/DSB

- **The Deputy Competition Advocate (DCA) has been appointed to ensure and increase competition across the DIVNPT “enterprise”**
- **The Director, Small Business (DSB) has been appointed to manage the Office of Small Business Programs (OSBP), and to ensure the achievement of Small Business goals assigned by SEA00K**

ROLE OF THE DCA/DSB (CON'T)

- Both positions report directly to the DIVNPT CO, demonstrating senior leadership commitment and support
 - DSB has corresponding accountability to SEA00K
- DCA and DSB are complementary roles
 - Pro-actively engaged at the earliest stage(s) of the procurement process
- Critical part of an IPT with:
 - Contracts Department, Office of Counsel, Technical Departments, Public Affairs, SBA, RI PTAC, Local Trade Groups, etc.

Bottom Line: Create an environment that facilitates competition and entry into the market

CONTRACTING W/DIVNPT

- **SeaPort Enhanced (SeaPort-e)**
 - <https://auction.seaport.navy.mil/Bid/Login.aspx>
 - **“Rolling Admissions”/voluntary re-certification each April**
 - **Zone 1**
 - **5 year Period of Performance allowed**
 - **NAICS Code: 541330, Small Business Size Standard: \$38.5M**
 - **All members of a team must be approved prior to bid. Teaming agreement not required to be added to a Prime’s SeaPort-e basic multiple-award contract**

CONTRACTING W/DIVNPT (CON'T)

- **Federal Business Opportunities (FBO)**
 - <http://www.fedbizopps.gov/>
- **GSA E-Buy**
 - https://www.ebuy.gsa.gov/advantage/ebuy/start_page.do
- **State Procurement Technical Assistance Centers (PTAC's) can assist with FBO, GSA searches**
 - <http://www.riptac.org/>

CONTRACTING W/DIVNPT (CON'T)

- **Sources Sought**
- **Pre-Solicitation Conferences**
- **Industry Days**
- **DIVNPT does not typically award “Cross Departmental” TO’s**
- **DIVNPT does not typically allow adding subcontractors after task order award**

“DIVNPT NETWORK”

OLD SALES MODEL



NEW SALES MODEL



Source: Forbes

***“DIVNPT Network” Parallels the
New Sales Model***

“DIVNPT NETWORK” (CON’T)

- “Social Networks”
 - LinkedIn
 - DIVNPT:
 - <https://www.linkedin.com/company/naval-undersea-warfare-center-newport>
 - OSBP:
 - <https://www.linkedin.com/profile/view?id=88371739>
 - RI Chapter of the National Contract Management Association (NCMA)
 - <http://ncma-ri.org/contact-us/>
 - <http://ncma-ri.org/list-companies/>
 - “On-Line Matchmaker”

“DIVNPT NETWORK” (CON’T)

- **“Social Networks” (Con’t)**
 - **Southeastern New England Defense Industry Alliance (SENEDIA)**
 - <http://www.senedia.org/contact-us.html/>
 - **Armed Forces Communication and Electronics Association (AFCEA)**
 - **(781) 862-2465**
 - **RI Procurement Technical Assistance Center (PTAC)**
 - <http://www.riptac.org/>

“DIVNPT NETWORK” (CON’T)

- **“Educate and Engage”**
 - **Each September: SENEDIA Defense Innovation Days**
 - **Each October: Small Business Product Vendor Industry Day**
 - **Each November: SDVOSB/VOSB Conference**
 - **Each Dec and May: SeaPort-e Council Meeting**
 - **Each April: NCMA/DIVNPT Reverse Matchmaker**

“DIVNPT NETWORK” (CON’T)

- **“Educate and Engage” (Con’t)**
 - **Every other June: NCMA/DIVNPT Industry Day**
 - **Every other June: NCMA Training and Education Event**
 - **Numerous Ad-hoc Pre-Solicitation Conferences, Facility Tours and Industry Days**
 - **NCMA, SENEDIA, SBRT and AFCEA Luncheons and Events**

“DIVNPT NETWORK” (CON’T)

- “Educate and Engage” (Con’t)
 - Electronic Reading Room (ERR)
 - <http://www.navsea.navy.mil/Home/WarfareCenters/NUWCNewport/Partnerships/BusinessPartnerships/ElectronicReadingRoom.aspx>
 - Supplements/complements information on FBO and SeaPort-e
 - Provides Unrestricted access to UNCLASSIFIED Distribution Statement “A” documents. Examples include:
 - Industry Day Presentations, SeaPort-e Council Documents, Pre-Solicitation Conference Slides,

“DIVNPT NETWORK” (CON’T)

- “Educate and Engage” (Con’t)
 - Electronic Reading Room (ERR) (Con’t)
 - Examples include (Con’t):
 - DIVNPT Long Range Acquisition Forecast (LRAF)
 - » Updated on a quarterly basis, provides an up-to-date status of all procurements for the next 2 years
 - DIVNPT Resource Sheet
 - » Updated, at least monthly, with a list of useful links and upcoming events

DIVNPT Competition Initiatives Facilitate Entry into the DIVNPT Market

“DIVNPT NETWORK” (CON’T)

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FORTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

Value of the “DIVNPT Network”: sixteen (16) FY15 events, numerous scheduled for FY16

GOALS, METRICS AND UPDATES

- Increase overall competition by ensuring all companies have a fair opportunity to compete
- Encourage new vendors to bid
- Reduce/eliminate SeaPort-e RFP responses by (1) vendor
 - FY12 to Date Results:
 - Reduced SeaPort-e RFP responses by (1) vendor (i.e. “tripwire”)
 - Every RFP that had received multiple bids previously received multiple bids again
 - Reduced “(1) bids” by 85%
 - Significantly expedites contract awards
 - Several new incumbents
 - Seven (7) new Prime vendors have entered the market

GOALS, METRICS AND UPDATES (CON'T)

- **FY 14**
 - **SEA00K-assigned goal: set-aside 25% for small business**
 - **Achieved 34%**
- **FY 15**
 - **SEA00K-assigned goal: set-aside 34% for small business**
 - **Currently achieving 39%**
 - **Compared to FY 14: awarded additional \$19M to SB**

RECENT/UPCOMING EVENTS

- June 10, 2015: NCMA Ocean State Workshop
- Aug 26 -28: SENEDIA Defense Innovation Days
- Sept 17, 2015: Code 15 OK-410 Pre-Solicitation Conference
- Oct 21, 2015: Small Business Product Vendor Industry Day
- Nov 5, 2015: Code 70 AUTEC Industry Day
- Nov 6, 2015: SDVOSB/VOSB Training Event
- June 14, 2016: Biennial NCMA/NUWCDIVNPT Industry Day

DIVNPT events are advertised via: NCMA, LinkedIn, SENEDIA, AFCEA, SeaPort-e, FBO, RI PTAC. Posted to DIVNPT ERR

TAKEAWAYS

- **DIVNPT has implemented a comprehensive and on-going program to encourage, ensure and increase competition**
 - **Visibility and support at the highest DIVNPT leadership level**
- **DIVNPT is a vibrant and competitive environment and offers many opportunities to Prime, and/or Sub**
- **The DIVNPT DCA/DSB is the ideal entry point for any business (large or small) that wants to do business with NUWCDIVNPT**
 - **<http://www.navsea.navy.mil/Home/WarfareCenters/NUWCNewport/Partnerships/BusinessPartnerships/OfficeofSmallBusinessPrograms.aspx>**
 - **(401) 832-7372**
 - **NUWC_NPT_OSBP@navy.mil**

CLOSING REMARKS

- **Thank you Code 34**
- **Thank you for attending the Code 34 COMMS and Antenna Industry Day**
- **Plug into the “DIVNPT Network”**
- **Q&A and Feedback Forms, and WFC Small Business Tri-folds**
- **The attendees list and “Q&A” (today’s and any subsequent) will be posted to the SeaPort-e Portal**
- **All briefings will be posted to the SeaPort-e Portal and the NUWCDIVNPT Electronic Reading Room**
- **DO NOT contact today’s presenters**
 - **All further dialogue will be accomplished via the Q&A feature on the SeaPort-e Portal**